



Encouraging Small, Women, and Minority Owned Businesses in Norfolk

CITY COUNCIL INFORMAL MEETING
MARCH 22, 2016

Issue

Norfolk cannot fully grow its economy and fulfill its potential without engaging small, women and minority-owned firms in economic development and neighborhood revitalization

- No formal program to support SWaM businesses
- Inconsistent data collected to identify level of SWaM businesses within the City

Definitions of Small, Women- and Minority-owned Business (SWaM) by Commonwealth of Virginia

Small Business : An independently owned and operated business which, together with affiliates, has 250 or fewer employees, or average annual gross receipts of \$10 million or less averaged over the previous three years.

Women-owned Firm: Is at least 51% owned and controlled by a woman or by women.

Minority-owned Firm: Is at least 51% owned and controlled by a member or members of the identified ethnicity groups



State Process

- Complete an online application for SWaM certification
- Submit required supporting documentation
- Print, sign and submit application and required documents to the Department of Small Business and Supplier Diversity



Regional Efforts

City	Efforts
Virginia Beach	<ul style="list-style-type: none">• Resolution (10% aspirational goal)• Minority Business Council (MBC) and 3 staff positions• MBC Annual Conference and Expo• Annual Education Series• Quarterly Industry Hour Presentations• Monthly City Department Presentations• Annual Retreat
Hampton	<ul style="list-style-type: none">• Resolution (desire to increase)• Purchasing and Procurement Oversight Committee• Mentor Protégé Program
Newport News	<ul style="list-style-type: none">• SWAM Directory of Newport News based SWAM-owned firms
Portsmouth	<ul style="list-style-type: none">• In development: Conducted disparity study in 2013; results were delivered to Council in June.



Moving Toward a More Comprehensive Model

The City is operationalizing a more comprehensive approach to expanding opportunity to SWaM enterprises, that focuses on:

- outreach and business development;
- procurement;
- access to capital;
- capacity-building/training; and
- business attraction as a means of expanding opportunity to SWaM enterprises



SWaM PARTNERS

Current Efforts



The energy of small business is a key component of a healthy community and a thriving economy. We seek to fuel that growth by supporting eligible small businesses that have needs beyond a conventional lender's profile. Working in partnership with National Development Council's (NDC) Grow America Fund, The City of Norfolk can help support the creation of jobs and the expansion of eligible small businesses in underserved areas, particularly minority and women-owned businesses. The financing provided is partially guaranteed by the U.S. Small Business Administration, and is administered by NDC.

Business Cafes Go To The Source

Include local, state & national & private partners

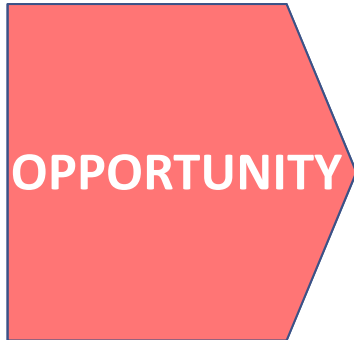
Business Partners provide information in person / on site to the attendees, strengthening all business relationships.

Business Partners Include:

- U.S. Small Business Administration
- SCORE of Hampton Roads

- Retail Alliance
- Bank of Hampton Roads
- BB&T
- Mid-Atlantic Small Business Finan
- DTAD

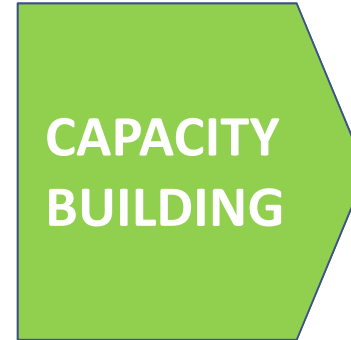
Grow SWaM business revenues through:



Identify and certify Norfolk-based Small, Women and Minority-owned firms



Increase awareness and help connect firms to local government opportunities



Develop programs designed to improve the contributions of SWaM businesses to the Norfolk Economy



Monitor utilization of SWaM firms, track growth and measure impact/success

OPPORTUNITY

Identify, certify
and encourage
utilization of
Norfolk-based
Small, Women
and Minority-
owned firms

Conducted review of best practices

- Regional and National

Established internal working group

Expand workgroup to include SWaM
business owners/key members of the
community

- Identification of Norfolk-based SWaM firms
- Help connect firms to city opportunities

Define goals to be achieved

TIMELINE: 90 Days

ACCESS

Increase awareness and help connect firms to local government opportunities

Establish a SWaM Coordinator Position

- Position will reside in the Department of Development

Educational Series

- *Doing business with Norfolk*: step by step instructions on instructions on city's procurement process
- *Certification*: guides SWaM business owners through the the certification application step by step
- *Responding to Solicitations*: assists SWaM businesses in in learning how to write more effective responses to technical portions of city solicitations

Events

- Networking events to promote new business prospects for SWaM business owners; direct contact with potential partners and prime contractors

Quarterly Meetings with Vendors

- SWaM Vendors present capabilities and skills in a presentation to workgroup members
- City agencies make presentations about specific needs; discuss and identify potential minority vendors to participate in procurement or contracting opportunities

TIMELINE: 90 Days

CAPACITY BUILDING

Develop programs
designed to
improve the
contributions of
SWaM businesses
to the Norfolk
Economy

TIMELINE: 1 Year

Access to Capital

- Sub-contractor loan assistance program

Capacity Building Programs

- Strengthen capacity of small existing firms through Neighborhood Revitalization programs (i.e., Gem Lot disposition)

Create a Pipeline of Real Estate Developers

- Mentor-Protégé program

Recruit Regional and National Minority Firms with Experience in Capacity Building

- Work with local entities as developer partners and sub-contractors

UTILIZATION

Monitor utilization of SWaM firms, track growth and measure impact/success

Implement monitoring process for contracting and procurement activities with SWaM firms on an annual basis

- Develop performance measures for City efforts
- Document internal efforts of City staff
- Review programs and activities annually to evaluate trends, achievements, needed changes

TIMELINE: 1 Year

QUESTIONS?